

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agricultural Marketing Department – Rythu Bazaars – Issue of comprehensive guidelines for establishment of new Rythu Bazaars in the State – Orders - Issued.

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AGRICULTURE AND COOPERATION (AM.IV) DEPARTMENT

G.O.Ms.No. 58

Dated:31-03-2012

Read:-

From the Chief Executive Officer, Rythu Bazaars, o/o the Commissioner and Director of Agricultural Marketing, A.P, Hyderabad, Lr.No.RBZ/81/2011, dated 23-12-2011.

ORDER:

Rythu Bazaars programme has been started mainly in urban centres with an intention to facilitate marketing of vegetables by the farmers themselves which would benefit both the farmers as well as consumers, Government, keeping in view, that there are no comprehensive guidelines for establishing new Rythu Bazaars and sanctioning of new Rythu Bazaars has decided to issue comprehensive guidelines for establishment of new Rythu Bazaars to ensure broad uniformity in the design of Rythu Bazaars, so as to make the concept a better success.

2. Accordingly, Government after careful examination hereby issue the following guidelines for establishment of new Rythu Bazaars in the State.

GUIDELINES FOR THE ESTABLISHMENT OF NEW RYTHU BAZAARS.

1. LOCATION:

- a. There should be no whole sale market, municipal market, shandi, Rythu Bazaar or vegetable market within 3 kms radius of the proposed Rythu bazaar.
- b. There should be direct RTC/private bus facilities from the villages to the Rythu bazaars or main bus stand and from the main bus stand to the Rythu bazaars.
- c. There should be no burial grounds in the vicinity of the Rythu bazaars.
- d. Rythu bazaars should be compulsorily located in a municipality or in a major Gram Panchayat.
- e. The area and population of the municipality/major Gram Panchayat should be furnished.
- f. The area and population of the ward in which the Rythu Bazaar is proposed to be located is to be furnished.
- g. A location sketch/map marking the above details signed by the town planning authorities shall be furnished. In other words, the sketch/map shall contain
 - i. Proposed Rythu Bazaar.
 - ii. Other vegetable markets along with distance from the proposed Rythu Bazaar.
 - iii. Bus stand.
 - iv. Approach road.

(p.t.o)

- v. Burial grounds.
- vi. Super markets selling vegetables.
- vii. Any other major landmark in the vicinity.

2. FINANCE OF AGRICULTURAL MARKET COMMITTEE :

- a) The Agricultural Market Committee (AMC) in whose jurisdiction the proposed Rythu Bazaar falls shall have a minimum surplus of Rs.30 to Rs.40 lakhs which would approximately be the capital required for the establishment of a new Rythu Bazaar having atleast (50) shops.
- b) It is also noted that minimum recurring monthly expenditure for maintaining a Rythu Bazaar is Rs.25,000/- to Rs.30,000/-. Therefore, the concerned AMC shall have minimum surplus of Rs.3 to Rs.4 lakhs per annum, so as to bear the above monthly recurring expenditure for the Rythu Bazaar.

3. FARMERS :

- a. The number of farmers identified shall be atleast twice the number of stalls in the proposed Rythu bazaar.
- b. Details of number of farmers from each village shall be given.

4. VILLAGE :

- a. Number and Names of villages covered under the proposed RB shall be given.
- b. Production area and productivity in each village vegetable wise shall be furnished.

5. ARRIVALS :

- a. The proposed Rythu bazaar shall have minimum 100 quintals arrivals every day.

6. DIMENSION OF THE RYTHU BAZAAR :

- a. The proposed Rythu Bazaar shall have minimum 50 stalls/shops for farmers/SHG groups. Additionally it must have sufficient space for toilets, office area, parking etc.
- b. The Rythu Bazaar shall be preferably constructed in 'covered shed' model with back to back shops so as to best utilize the space.
- c. The minimum dimension of the shops are indicated as follows:
 - i. Shops/space for leafy vegetables: 6/6 ft
 - ii. Shops/space for other vegetables: 8/9 ft
 - iii. Shops/space for grains : 10/10 ft
- d. The passage/road between the shops shall be minimum 2.5 to 3 Meters to enable the consumers to purchase vegetables in a hassle free manner.

7. AVAILABILITY OF LAND :

- a. Encumbrance free government land shall be identified. No rent/lease shall be paid by the AMC or marketing department.

The concerned Assistant Directors of Marketing / Dy. Executive

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Engineers/ Executive Engineers shall follow the above guidelines while sending proposals for establishment of new Rythu Bazaars through Joint Collectors. The Joint Collectors are required to verify the same before sending proposals to the Government. The Superintendent Engineer (AM) shall follow the above guidelines while giving technical sanction to the new Rythu Bazaars.

3. The Chief Executive Officer, Rythu Bazaars, o/o the Commissioner and Director of Agricultural Marketing, A.P, Hyderabad shall in future examine all proposals with reference to the above guidelines and send proposals to Government along with Check Memo. annexed to this order for establishment of new Rythu Bazaars in the State.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.Y.R. KRISHNA RAO,
SPECIAL CHIEF SECRETARY TO GOVERNMENT.

To

The Commissioner and Director of Agricultural Marketing, A.P., Hyderabad.

The Chief Executive Officer, Rythu Bazaars, o/o the Commissioner and Director of
Agricultural Marketing, A.P., Hyderabad.

Copy to:

The O.S.D. to Minister (Mktg. & W.H)

The P.S. to the Additional Secretary to Chief Minister.

The P.S. to Special Chief Secretary to Govt. (AM&C), Agri. & Coop. Department.
SF/SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER.

ANNEXURE

to G.O.Ms.No. 58 , Agri. & Coop. (AM.IV) Dept., dated 31-03-2012.

CHECK MEMO FOR ESTABLISHMENT OF NEW RYTHU BAZAARS

Sl. No.	Items	Remarks
1.	Names of villages covered under proposed new Rythu Bazaar.	
2.	No. of farmers identified for the proposed Rythu Bazaar	
3.	(a) Vegetables Potentiality : Total extent of land under vegetables cultivation. Expected arrivals in Quintals per day. (b) At present how many vegetables are purchased by general public. (c) What is the population of the town where Rythu Bazaar is proposed to be located? (d) Whether there will be sufficient sales enabling the farmer to sell his entire produce on the same day?	
4.	Whether suitable place is identified with particulars of the location ?	
5.	Initial expenditure for proposed temporary Rythu Bazaar.	
6.	Availability of bus facilities from villages to Rythu Bazaar.	

I.Y.R. KRISHNA RAO,
SPECIAL CHIEF SECRETARY TO GOVERNMENT.
